

Message Text

UNCLASSIFIED

PAGE 01 STATE 063070
ORIGIN COME-00

INFO OCT-01 EUR-12 NEA-10 ISO-00 EB-08 /031 R

DRAFTED BY COM/BIC/CAGNE/DARYAN:JR
APPROVED BY EB/OCA/CD:WERAU
COM/BIC/CAGNE/PBHALE
COM/BIC/OIM/TCMOORE
NEA/RA:DMORRISON (INFO)

-----221503Z 039843 /53

P R 221437Z MAR 77
FM SECSTATE WASHDC
TO AMEMBASSY ATHENS PRIORITY
INFO AMEMBASSY TEHRAN

UNCLAS STATE 063070

E.O. 11652:N/A

TAGS: BEXP GR

SUBJECT: PUBLICITY FOR U.S. MACHINE TOOL SOLO EXHIBITION,
TEHRAN, IRAN, NOVEMBER 6-10, 1977

PLEASE PASS RTDO/KINNEAR

1. POST REQUESTED BEGIN PUBLICITY CAMPAIGN FOR SUBJECT PROMOTION BY MEANS OF APPROPRIATE ARTICLES IN COMMERCIAL NEWS-LETTER. IDEALLY, CAMPAIGN WILL BUILD FROM BRIEF MENTION OF EVENT IN UPCOMING APRIL/MAY ISSUE TO FULL TREATMENT IN OCTOBER/NOVEMBER ISSUE, INCLUDING THEMATIC DEVELOPMENT, FIRMS PARTICIPATING, TYPE OF EQUIPMENT ON DISPLAY AND APPLICABILITY TO NEAR EASTERN MARKETS. CAGNE WILL DEVELOP SUITABLE COPY FOR ISSUES SUBSEQUENT APRIL/MAY AND REQUESTS ADVICE THEIR CLOSING DATES.

2. EXHIBITION WILL BE LARGEST DISPLAY OF MACHINE TOOLS EVER
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 063070

STAGED BY ANY NATIONAL GROUP IN NEAR EAST AND LARGEST CAPITAL GOODS EQUIPMENT EXHIBITION EVER HELD BY USG IN IRAN. NATIONAL MACHINE TOOL BUILDERS ASSOCIATION, REPRESENTING NINETY PERCENT PRODUCTION CAPACITY U.S. MACHINE TOOL INDUSTRY, IS CO-SPONSOR THIS EVENT AND IS WORKING WITH USDOC TO MAKE EXHIBITION SHOWCASE FOR AMERICAN MACHINE TOOL INDUSTRY.

TOOLS ON DISPLAY WILL REPRESENT STATE-OF-ART OF AMERICAN MACHINE TOOL TECHNOLOGY AND BROADEST POSSIBLE ARRAY OF EQUIPMENT TO BEND, FORM AND CUT METAL. IT IS EXPECTED THAT FIFTY AMERICAN MACHINE TOOL BUILDERS WILL SHOW THEIR EQUIPMENT IN FOUR LARGE PAVILIONS AT TEHRAN INTERNATIONAL FAIRGROUNDS DURING FIVE-DAY PERIOD NOVEMBER 6-10, 1977. PITCH OF COPY SHOULD BE TO GET ATTENTION OF NEAR EASTERN METAL WORKING INDUSTRIES AND TO CREATE DESIRE TO SEND DELEGATIONS TO TEHRAN DURING RUN OF SHOW.

3. DURING COURSE OF NEXT SEVERAL MONTHS CAGNE WILL BE DEVELOPING PROGRAM TO STIMULATE ATTENDANCE AT THIS IMPORTANT EXHIBITION BY KEY END-USERS THROUGHOUT NEAR EASTERN REGION, THROUGH EFFORTS AND GOOD OFFICES COMMERCIAL OFFICERS IN POSTS AT INTEREST.
VANCE

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 22-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STATE063070
Document Source: CORE
Document Unique ID: 00
Drafter: JR
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770098-0047
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770334/aaaabdoa.tel
Line Count: 79
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: cee034b4-c288-dd11-92da-001cc4696bcc
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 24-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3033582
Secure: OPEN
Status: NATIVE
Subject: PUBLICITY FOR U.S. MACHINE TOOL SOLO EXHIBITION, TEHRAN, IRAN, NOVEMBER 6-10, 1977 PLEASE PASS RTDO/KINNEAR
TAGS: BEXP, GR
To: ATHENS
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/cee034b4-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009